



**THE 8<sup>TH</sup> ANNUAL GLYNWOOD HARVEST AWARDS  
HONOR INNOVATION AND LEADERSHIP IN THE SUSTAINABLE FOOD MOVEMENT**

**Award Winners to Participate in a Panel Discussion on October 18  
at the 92YTRIBECA in Manhattan:**

**“The Next Step: Creating Pioneering Models that Support Regional Food Systems”**

*Cold Spring, NY, September 28, 2010* -- Glynwood, the not-for-profit organization whose mission is to save farming, has announced the 2010 winners of its annual Harvest Awards. The Harvest Awards were created by Glynwood in order to highlight innovative work being done to increase access to fresh, locally-produced food and to recognize leaders from across the country who are supporting regional agricultural systems.

This year’s winners will receive their awards at a presentation at Glynwood on Sunday, October 17. On Monday, October 18, the Harvest Award winners will participate in a panel discussion open to the public to take place at the 92YTRIBECA in downtown Manhattan. Moderated by Glynwood President Judith LaBelle, the discussion will explore the trends in positive change in the sustainable food movement as exemplified by the Harvest Award winners’ successes across the country.

The panel discussion will be followed by a cocktail reception to meet the winners. Guests will enjoy small plates prepared with regionally-produced food by chefs whose restaurants support local food on their menus -- Chef Brent Sims, The Cleaver Co. & The Green Table; Chef Jimmy Carbone, Jimmy’s No. 43; Chef Matthew Weingarten, Inside Park at St. Bart’s, and Chefs Charles Rodriguez and Heather Carlucci-Rodriguez, Print restaurant – as well as beverages produced in the Hudson Valley.

*“Each year we are inspired to see a continued raising of the bar as to what is regarded as special and exemplary from our Harvest Award nominees,”* enthuses Glynwood President Judith LaBelle. *“This year we saw a trend towards efforts designed to encourage the financial viability of farmers by helping to connect them to new and larger markets, access credit and integrate food related initiatives to health – especially children’s health.”*

*“We are also inspired by the innovative programs being created by non-farming individuals who work to support their region’s food system and provide their communities with greater access to locally-produced food. From farmers who collaborated to find niche markets for their grass-based meat products rather than convert to industrial indoor production, to a woman whose fight against childhood obesity has led to a national model that works to change children’s attitude about real food, to a program that supports regional farmers while providing school children of all ages with locally grown food in their cafeterias, to an organization that provides access to much needed credit for small farmers – each of this year’s winners has created a pioneering model that can be replicated in communities across the country.”*

**The 2010 Harvest Award Winners [read about the winners and their work below]**

The Glynwood Farmer Harvest Award

- Jeremiah Jones, Beulaville NC

The Glynwood Good Food for Health Harvest Award

- Recipe for Success Foundation, Houston TX

## The Glynwood Harvest Award for Connecting Communities, Farmers and Food

- Massachusetts Farm to School Project, Amherst MA

## The Glynwood Harvest Award for Wave of the Future

- The Carrot Project, Somerville MA

## **About Glynwood**

Glynwood's mission is to help communities save farming. Located in the Hudson Valley and operating its own sustainably managed farm, Glynwood's unique niche is to empower communities to support farming and conserve farmland through its community programs, public education and leadership in environmentally sustainable agriculture. Major Glynwood programs include Keep Farming™ and the Slaughterhouse Initiative, which launched the first modular, mobile slaughterhouse in the US in April 2010 in Stamford, NY.

To learn more about Glynwood and its initiatives, visit [www.glynwood.org](http://www.glynwood.org). Or connect with us via facebook, twitter and our blog, The Glynwood View.

- On facebook [www.facebook.com/glynwoodorg](http://www.facebook.com/glynwoodorg)
- On twitter @glynwood
- [www.glynwood.org/blog](http://www.glynwood.org/blog)

## **Details of the Manhattan Event on October 18**

***The panel discussion is free and open to the public, but space is limited and reservations are required.***

Location: 92YTRIBECA, 200 Hudson Street near Canal

Time: Panel Discussion 6pm, followed by a reception from 7:15pm to 8:15pm

Subject: The Next Step: Creating Pioneering Models that Support Regional Food Systems

**To reserve a place, email: [harvestawards@glynwood.org](mailto:harvestawards@glynwood.org); guests will receive a confirmation email**

**To arrange for interviews with the Glynwood Harvest Award winners and Glynwood President Judith LaBelle or to attend the October 18 Harvest Awards Panel Discussion [reservations are required], please contact GERALYN DELANEY GRAHAM, [geralyn@resourcescommunications.com](mailto:geralyn@resourcescommunications.com) or tel/ 281. 980. 6643.**

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## **About the Harvest Award Winners and their Achievements:**

### **The Glynwood Farmer Harvest Award: Jeremiah Jones**

Jeremiah Jones' family farm Grassroots Pork Co. in Beulaville, North Carolina is a pasture-based hog farm that operates a sustainable, humane operation. Over the past two decades industry consolidation and lack of markets eliminated most of the outdoor, pasture-raised production of pork in North Carolina. Unwilling to give up his passion for raising his pigs outdoors, Jeremiah got creative. He, along with the few remaining pasture-based producers in the state, formed the North Carolina Natural Hog Growers Association, a marketing cooperative to develop and enhance direct market sales of their premium pork. As president of the NCNHGA, he has led the organization in developing niche markets and in the creations of best-practice standards, including a requirement that participating farmers are Animal Welfare Approved (AWA). Thanks to the collaborative model of NCNHGA and the hard work of Jeremiah Jones, North Carolina hog farmers have been able to remain profitable while continuing to practice sustainable and humane agriculture.

<http://www.localharvest.org/grassroots-pork-co-M24216>

**The Glywood Good Food for Health Harvest Award: Recipe for Success Foundation  
Gracie Cavnar, Founder and CEO**

Houston-based Recipe for Success Foundation is the brainchild of Gracie Cavnar, who spent ten years researching the child obesity epidemic before launching her foundation. She realized that the only path to success required making healthy food fun and appealing to kids – way more fun than the “bad stuff”. Using her personal finances to translate her research into action, Gracie began to change the way children understand, appreciate, and enjoy their food. Her plan: to introduce children to their food from seed to plate with an extra special ingredient – sending Houston’s top chefs into the classroom to ignite excitement about real food. AND IT WORKED! In its fifth year, Recipe for Success is now a public charity, and Gracie is joined in her support by a broad-based group of private citizens, public and private foundations and corporations who are interested in solving the obesity crisis. Schools and districts from coast to coast, impressed with her results, have contacted the foundation to create Recipe for Success programs in their communities. Gracie and her team are now in the process of taking their proven Seed-to-Plate Nutrition Education™ program national; in fact, the Recipe for Success program is so successful and unique that Gracie was asked to serve as an advisor to the First Lady’s task force for “Let’s Move,” a call to action to eliminate childhood obesity. [www.recipe4success.org](http://www.recipe4success.org)

**The Glywood Harvest Award for Connecting Communities, Farmers and Food:  
Massachusetts Farm to School Project  
Kelly Erwin, Director**

Founder Kelly Erwin launched the Massachusetts Farm to School Project in 2004, but it was her previous 18 years as a local foods activist and agricultural economic development advocate that has allowed the program to be so successful. Kelly began her involvement as a passionate supporter of sustainable agriculture when she was elected Chairperson of the then- brand-new Community Involved in Sustaining Agriculture [CISA] in western Massachusetts. Ten years later, the “Be a Local Hero, Buy Locally Grown” campaign she launched continues to profitably connect consumers with local farms. While working as a marketing specialist with the state’s Department of Agricultural Resources, Kelly became interested in the possibility of connecting farms with schools to provide healthier food for children and to further strengthen the regional food system. When budget cuts eliminated both her position and the pilot program she was developing, Kelly decided to push forward on her own. She launched the Farm to School Project in 2004 utilizing her network of contacts to connect stakeholders from the ag community, the school districts’ food programs and government, and most recently the health care community, leading them in a collaborative positive movement for change. The success of the program speaks for itself -- a recently completed survey found that during the 2009-2010 school year, at least 100 school districts – from grade school through college -- are buying direct from farmers. The program has become a source of ideas and inspiration for schools around the country.

[www.mass.gov/agr/markets/Farm to school/](http://www.mass.gov/agr/markets/Farm_to_school/)

**The Glywood Harvest Award for Wave of the Future: The Carrot Project  
Dorothy Suput, Executive Director**

The importance of the small and mid-size farmer to the health of a sustainable agricultural system in the United States is well documented. But it is exactly these farmers who have the most difficulty gaining access to the capital that is integral to their success. The Carrot Project was created to find innovative ways for small and mid-size farms in the Northeast to get the money they need to operate in the short and long-term. It creates, tests and operates financing programs that support profitable, sustainable farm businesses who are otherwise unable to find financing by partnering with community-based lenders, socially responsible investors, and farm support organizations. It addresses critical this critical issue with “out of the box” solutions, working on the ground with farmers, then sharing their work and experiences with others. A most notable success of The Carrot Projects is to have made, with their partners, loans totaling \$165,000 to 15 small and midsized farmers in just a year and a half. The farms have primarily used the loans for capital expenditures. [www.thecarrotproject.org](http://www.thecarrotproject.org)